



# key notes

A NEWSLETTER OF THE NATIONAL INDUSTRIAL RECREATION ASSOCIATION  
20 N. Wacker Drive, Chicago, Illinois 60606

Notes on the latest in programming and administration in the employee services field  
Edited by CIRAs Mel and Martha Byers, 2751 Inwood Drive, Toledo, Ohio 43606

February 1977

Volume 7, No. 1

## NEW FAMILY WELCOME

Your association can perform another valuable service for the company by assisting and welcoming new employees and their families to the community, the plant or office and the association. There are a number of services and activities that can be programmed for these folks. A few of the many outstanding possibilities include:

1. Arrange to have names and addresses submitted to Welcome Wagon or a community welcoming service organization.
2. Appoint a chairman in each department to contact the new employee personally and have some printed association welcome literature to give, along with membership applications and other introductory information.
3. Program a new member and family get-together each quarter year. Association officers and personnel staff can arrange an agenda of topics and activities.
4. Provide community assistance service information concerning light and gas installation and service, telephone, schools, better attractions, good restaurants, free city maps, parks, municipal services, banks, health care, auto licenses, etc.
5. Provide a tour and get-together in the plant for spouses and a tour through the recreation facilities. Have a committee appointed to conduct these tours and follow up with a home visit.
6. Notify every special interest group about the new employees and have them extend invitations to their activities just to see if the newcomers would like to join.

7. Provide a telephone call service for employees and their families seeking information -- sort of an "action line" or "member assistance" service.
8. Arrange for home mailings of activities schedules or publish a newsletter containing both association and company information. The joint effort of association and company should result in an excellent employee relations project. If a company provides a newspaper, be sure new employees are added to the mailing list as soon as possible.

#### LEARNING THE ART OF BEING FUNNY

At most family events, clowns are a welcome attraction for children of all ages. Most adults also find the clowning amusing and entertaining when it is professionally presented. Clowning, like any other exhibitory skill, can be taught. In many communities, courses are offered in this circus art that are popular and exciting for the pupils. Among the many topics covered are the art of clown make-up and dress, simple comic action and expressions, the use of props and handouts, balloon figure making, tumbling and falling, and voice imitations. Retired circus clowns or theatre comics make excellent instructors. Once a pupil completes the course, a clown diploma from your "College of Mirth" can be presented at a demonstrative graduation exercise. Those who learn the fine points of skilled clowning often find it to be a fulfilling avocation and a source of extra income, as their talents become known in the community. Here, again, is an activity that is not only another educational opportunity, but also one that is great fun for the participants. With the training of "in house" clowns, too, your organization reaps the harvest of added attractions for many future events.

#### HELPING THE TEENAGERS OF YOUR EMPLOYEES

Who is better able to advise teenagers in the correct approaches to securing a job than your own employment manager? A seminar conducted for members of employees' families seeking part-time, full-time, seasonal or occasional work would be one of the most beneficial family programs an organization could offer. The employment manager can recruit additional instructors from the state employment bureau, employment agencies and college placement offices. Topics should include how to prepare a resume, where to apply for work, how to dress and act during an interview and the importance of follow-up. New workers should also be alerted to those work habits which are most closely observed during the probation period.

#### COMMUNICATION SERVICES MOST HELPFUL

One employee service that is greatly appreciated is the dissemination of beneficial news, ideas, suggestions, offers and advice to employees

via the bulletin boards, newsletters or plant paper. Often topping the list in popularity is a classified advertisement section or bulletin for employees wishing to sell or buy items. Keeping this particular service within the employees group is essential. The company and recreation association can sell surplus items or used equipment to the employees at a discount through this medium -- a splendid service and a source of additional income for the association.

A weekly calendar of events covering company, recreation association, community and state attractions is usually second in readership. Get on the mailing list of your chamber of commerce, various agencies and organizations, state tourist services, your city recreation department and local attractions such as museums, zoos and parks. Have your public relations department help you get the first bulletin or newsletter written and use this format as a guide. Recreational events and activities of the plant or association should be listed first, set in a bold-face type, boxed or highlighted in some other way. Third in importance to your readers is news of your membership: birthdays, retirements, illness, deaths and job promotion or changes. Add to this a list of new employees.

Other important news items should also be covered in your communications pieces. Among these are new company products, copies of company ads appearing in magazines and newspapers, periodical newsletters from management, holiday greetings, explanations of employee benefits, directions on how to enter a suggestion and articles on what safety means to management and employees. To maintain control over your communications, avoid a barrage of non-essential postings or news items. Avoid publicizing items, activities or products of any political group, church affiliated association or fraternal organization. You should review and consider publication of public service announcements from civic, non-sectarian and non-political sources.

#### SAVE A LIFE: THE HEIMLICH MANEUVER

According to medical statistics, at least eight Americans choke to death every day on food and other objects in their throats. Whenever banquets or dinners are proceeded by a cocktail hour, the possibility of participants choking on food particles seems more likely. Chairmen of activities should be aware of emergency first aid techniques. There are many first aid measures that all recreation participants, especially the recreation staff, should understand. The Red Cross can help set up classes for your people. They should be part of an annual program. A technique which can aid a person who is choking is called the Heimlich Maneuver. It was developed in 1974 by Dr. Henry J. Heimlich, Director of Surgery at Jewish Hospital in Cincinnati, Ohio. The maneuver involves a sudden compression of the diaphragm to increase air pressure within the trachea, thereby ejecting the object from the throat. The method is simple to administer. Ask your medical department or Red Cross instructor to include this instruction in a demonstration of first aid techniques.

### HAVE YOU TRIED A BRUNCH?

Exactly what is a brunch? The word itself, like the meal, combines breakfast and lunch. Brunches are normally held on Sundays, but there is no reason why they can't be offered any day of the week. Saturday may be an attractive time to stage a brunch and offer a shopping tour option following the meal. Brunches need not to be of long duration and no special entertainment is required. They offer a relaxing time for fellowship and conversation. The pace of the meal should be leisurely. The meal can be simple, served buffet style with plenty of coffee. The costs can be attractively priced to attract members who would find the chore of making breakfast on Saturday morning not worth the trouble. Brunch can be a pleasant weekend activity, especially when the opportunity includes the whole family and the families of an employee's friends.

### NEW ORGANIZATIONAL CHART

Take a careful look at the revised NIRA organizational chart included in this month's key notes. On one side, it shows the full Association Board of Directors, with new titles which were authorized by referendum late in 1976. Also shown on this copy are the current office holders and the organizations they represent. On the reverse side, NIRA office staff positions are noted.

### SPECIAL NOTE:

#### REMINDER FROM PAT STINSON ON TOURNAMENTS

The 1977 NIRA Mail-O-Graphic Bowling Tournament runs from February 1 through February 28. Send your applications and fees to Andy Zadany, c/o Corning Glass Works, 39 E. Pulteney Street, Corning, New York 14830. If you have any questions, give Andy a call at 607/974-8522 or 974-8252. NIRA will also initiate a new golf tournament in 1977. In addition to the usual regional on-site play, members will be eligible to participate in a separate postal golf tournament, to be played on local courses across the nation. Full details will be available in the Spring.

### FOR MORE VALUABLE ADVICE ON INDUSTRIAL RECREATION ADMINISTRATION

See Mel Byers' new Question & Answer Column,  
"Ideas Clinic",  
beginning in the February issue  
of  
RECREATION MANAGEMENT Magazine



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March 1977

Volume 7 No. 2

## AEROBIC EXERCISE PRECAUTIONS IN PROGRAMMING

Many industries today are offering some type of physical fitness program for their employees. Although aerobic conditioning, e.g. jogging, swimming, walking, cycling, running, etc., can be very beneficial, there are certain precautions which all companies should take before allowing members to participate in these strenuous activities:

1. Anyone over thirty years of age should have a thorough medical exam within three months prior to exercising. This exam should include an exercising ECG for those over forty.
2. Anyone over fifty-nine should get a physician's examination immediately prior to exercising.
3. Aerobic exercise should not become competitive at any time. It was devised to improve one's own physical condition; not to prove one person better than the next guy.
4. Although aerobic conditioning is relatively safe, the more vigorous exercises, ie., jogging and running, should be prohibited for persons with:
  - coronary heart diseases, recent heart attacks, diseased heart valves, irregular heart beat, enlarged heart
  - uncontrolled sugar diabetes
  - uncontrolled high blood pressure
  - excessive obesity
  - infectious diseases during the acute stage



5. Medical precautions and a doctor's advice should be taken when persons suffer from the following:

- controlled sugar diabetes
- a history of recent or active internal bleeding
- kidney disease
- uncorrected anemia
- elevated blood pressure
- blood vessel disease in the legs
- arthritis, especially in the legs and back
- uncontrolled convulsive disease

6. It is wise and often mandatory to have someone trained in cardiovascular exercise and first aid, preferably medical personnel, available at all times during your aerobic exercise programs.

#### EXTRA AIRLINE BENEFITS

If you're planning a trip for your employees and their families later this year, there are some additional services offered by airlines which may save you time and energy in planning, as well as add enjoyment to the excursion for all participants. In addition to scheduling flights, airlines reservation clerks can also book hotel rooms or car rentals, and give information about any necessary visas or immunizations. Special diets, e.g., Kosher, high-protein, diabetic, or children's, can be arranged if requested 24 hours in advance. Airlines can compensate for toys left at home by providing your employees' children with special entertainment kits. Some overseas flights have boutiques on board where passengers can buy duty-free items. The newer 747's have "quiet-zones" where people can sleep or work without any disturbances. Check with the airlines before you start planning a trip to find out what they can offer you.

#### GOOD BUYS FOR LEFTIES

If you have employees troubled with taking left-handed dictation or winding a right-handed watch, they will be interested in catalogues now available which list hundreds of items developed especially to make the lives of left-handed people easier. Write to "The Left Hand", 140 W. 22nd Street, New York, New York 10011 (enclose \$1.00) or to "The Southpaw" 5331 S.W. Macadam Avenue, Portland, Oregon 97201.

### PARK PASSES AVAILABLE

The National Park Service is issuing "Golden Eagle Passports" for \$10.00 each, good for free entrance to any national park in 1977. For the retiree (people 62 and older) a "Golden Age" passport is issued free. This passport entitles the retiree to free admissions and 50% discounts on Federal charges for facilities use. Passes may be obtained from most National Parks or offices of National Park Service or U.S. Forest Service, Washington, D.C. Those 62 or older must apply in person with proof of age.

### RECREATION VEHICLE SALES UP

It is expected that 1977 will be another record year for recreational vehicle (RV) sales. Regardless of projected gasoline price increases, the industry does not anticipate fewer sales in the RV market. This should prove to be an indicator of people's interest in camping and domestic travel. Recreation directors may wish to consider a number of programs involving recreation vehicles, such as RV maintenance, RV equipment discounts, sale of camping aids, camper seminars, camper week and round-ups, jeeping and cross-country activities, recreation wagon train tours, cook-outs, trips to places within 50, 100, 200 miles, sessions on decorating the RV's and employee discounts on RV's and accessories.

### INDUSTRIAL RECREATION: A DOLLAR SAVER

According to recent studies, the average employee's family will be spending between \$20 and \$29 a month for recreation. These figures indicate a great need for the supplemental recreation benefits now offered employees and their families through industry. Through industrial recreation and employee services programs, employees and their families can more than double their recreation benefits without additional expenses. Employee recreation programs in business and industry are actually offering services the average wage earner could not afford in these times.

### ALPINE SLIDING

At Bromley, Vermont, tourists are trying the latest all-season attraction, The Alpine Slide. It's the German/Swiss introduction of a slide/roller coaster, self-controlled for speeds up to 15 m.p.h. A ski chairlift provides transportation of both passenger and his/her plastic sled to the top of the slide. The rider and sled then coast down a cement trough track. The attraction accommodates up to three thousand riders a day.

## OVER THE HILLS AND THROUGH THE COUNTRY

"Going to Grandma's" or "Down on the Farm" can be a fun-packed winter day event. Turn the calendar and the clock back to stage a good old-fashioned family get-together party at Grandma's. Arrange sleigh rides through the countryside, a hike through the woods, or photo tours of nature's wonderland in white. Return to Grandma's house for chicken and dumplings, apple pie, hot cider, etc. A couple dressed and acting the part of Grandma and Grandpa can act as hosts. The best story tellers in the group can tell their experiences of fear, joy and accomplishments. Later, enjoy listening to old songs and award prizes to those who know the words. Then, for an evening of added fun, have square-dancing and even special dance contest numbers for those who do the schottische or demonstrate the waltz, fox-trot or other steps. Try it. You'll do it again.

## POST THE RECREATION CALENDAR

An eye-catching monthly calendar of recreation and employee services events can be an ideal way to publicize all of your scheduled activities. Post a large, easy-to-read calendar on company bulletin boards, in the recreation office, and/or in the plant or recreation newspaper. Make the calendar's style distinctive and consistent, but change its color every month to alert employees to a new month's activities. Note scheduled sports events, social activities, travel plans, charitable drives, etc. Include national and company holidays, special employees anniversaries (such as 25 years with the company), and other days of importance to the work force. Such a calendar, published in advance, allows employees to see the coming activities at a glance. On a monthly -- or even yearly -- basis, it allows workers and their families to plan ahead for company events and can help you gauge attendance more accurately. One company which posts such a calendar in its plant newspaper has found that employees throughout the company regularly clip it out and post it on their desks and on departmental bulletin boards, further increasing recreation publicity.

## 1977 NIRA CONFERENCE & EXHIBIT -- "Together We Are Something!"

DELEGATES' BUDGET INFORMATION HAS BEEN MAILED TO MEMBERS

DELEGATES' BROCHURE  
WITH CONFERENCE PROGRAM AND REGISTRATION FORM  
IS COMING





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May/June 1977

Volume 7, No. 4

## HELPFUL HINTS FOR TRAVELERS

With summer vacations coming up, you can provide employees with helpful tips to make traveling more enjoyable and less worrisome. Whether your company offers scheduled group tours or discounts for individual family vacations, pamphlets or brochures from the employee services office can be beneficial. Travelers will be grateful for information on:

- Customs regulations and allowances
- Ways to protect against lost luggage
- How to pack for a trip and what to take
- Necessary visas and vaccinations
- How to handle money
- Social standards and customs in foreign countries
- Common health habits and precautions
- Language problems and how to overcome them
- Shopping guides to sizes and prices
- Foreign laws and where to go for help
- Guides to foreign foods and drinks
- Travel delays and scheduling precautions
- Types and ways of obtaining travel insurance
- Safety precautions at home while you're away

## WHAT'S HAPPENING IN BOATING?

People are buying boats in record numbers, especially in the midwest. The most popular craft are sailboats. In Ohio, sailboat registrations are up 66% since 1970. The full cost of operating high-powered motors is becoming prohibitively high. One day's fun in a 30-foot powerboat may cost \$50.00 or more. Consequently, canoes, paddleboats, sailboats and electric motored fishing boats are attracting considerable attention from water sports enthusiasts. Inflatable rafts and boats are also popular since they pose no storage problem or cost and can be handled with ease. A survey of boat owners in your employee association may reveal the need for a special interest group for marine activities. Such a group could stage a regatta for all types of boats.

## WEEKEND VACATIONING

There is a popular movement toward planned weekend vacationing. Employees are now taking advantage of Friday and Monday holidays to enjoy long weekends of three or more days. Many are dividing their paid vacation time to include the extra free days, thus dividing vacations between more months. Attraction areas, amusement centers and motels are beginning to package long weekend vacation offers. Often, several attractions will combine their offerings in a single package. Industrial recreation associations may offer complete weekend packages under titles, such as "Fun for the Family on Weekends".

## FISHING -- A PASTIME, A SKILL, A GREAT SPORT

More people participate in fishing than in almost any other outdoor sport. There may be more novices in this activity than in most others, too. Fishing is a family activity. Fishing rodeos for children can be fun for youngsters and their parents alike. Small ponds are stocked with the less popular fish, and a one-day children's "Fish for Prizes" becomes an attraction for the whole family.

Because of the family interest in fishing, recreation directors should place it high on their agenda of warm weather activities. Consider offering more fishing trips, more instruction, more contests and more information on fishing areas. Plan activities combining fishing with travel, weekend outings, campouts, etc.

The American Fishing Tackle Manufacturers Association, 20 North Wacker Drive, Chicago, Illinois 60606, offers a free publication, "All About Fishing Lures". It is a guide to proper selection of modern fishing lures and should be of great interest to the more proficient fishers in your group.

## CONSUMER PROTECTION PROGRAM

Some state governments are establishing consumer protection divisions or agencies. Write your state government and ask for information concerning consumer protection programs, kits, booklets, films and speakers that may be available to you and your organization. Subject matter may cover hidden exclusions and limitations, deceptive use of the word "free", "bait and switch" tactics, conditional prizes, misuse of deposits, misrepresentations of used goods as new, purchased goods not delivered, substitutions of inferior quality merchandise, misrepresentation of motor vehicles and deceptive direct solicitation sales.

## WINE TASTING PARTIES

Wine and cheese tasting parties are extremely popular. Local winerys or wine dealers, cheese houses and sellers of party delicacies may not even charge for the wine sampling if they can host a party and help you plan it. Those who enjoy wine might be interested to know that it is not only delicious but, taken in moderation, is also good for health reasons. It provides energy, when used as part of the normal diet. It aids in digestion and stimulates the appetite if taken before meals. Wine also contributes B-vitamins and minerals to the daily diet. A wine tasting party offers an education in the subtle differences between wines and the best uses for each.

## CHECK THAT BLOOD PRESSURE

High blood pressure is one of the leading contributors to stroke, heart disease and kidney failure. One out of seven workers has it. Half have no idea they are walking around with the "time bomb" inside of them. You can help by giving your employees a chance to have their blood pressure checked. Your medical personnel can help implement a screening program. Send for the helpful kit, "Guidelines for High Blood Pressure Control Programs in Business and Industry". Write: National High Blood Pressure Education Program, 120/80 National Institute of Health, Room 1012, Landow Building, Bethesda, MD 20014.

## THE UPS AND DOWNS OF RECREATIONAL INTERESTS

Recreation administrators must keep a close watch on the popularity trends of recreation activities. Availability, region, climate, make-up of personnel and economics all have a bearing on which activities you offer. There are times, however, when these factors will not apply. We have seen shuffle-board boom and bust in some recreation programs. All the while, the association was building more courts, or pushing the activity in hopes of revival. Bumper-pool, most popular in most game rooms, has had rapid decline in participation in some locations. Trends of activity participation should be charted and studied, month by month, to avoid these problems. There have been great surges of interest in various sports, followed by leveling-off periods or such drastic drops in the interest level of participants that the activities had to be scratched. Tennis appears to be leveling-off at this time, but racquet-ball is up. Long season scheduling of bowling league play may be taking its toll on potential participants. Dancing is showing a come-back as a group-social activity. Travel still attracts, especially to domestic U.S. and Canadian destinations. Foreign travel for groups is spotty. Higher fares and land costs are the major problem. The high cost of eating out has stimulated a boom for employee dinner party programs, especially where facilities and lower food preparation costs are important. More and more employees are concerned with physical fitness programs. Cultural activities are difficult to promote, but have generated considerable interest in the past five years. This interest is bringing groups of employees who have seldom been reached in the past into an active participating program. Employee services is still the bell ringer for reaching a broad range of people.

## OFFICE TELEPHONE ANSWERS

How you answer an office phone can make a big difference on the job. Here are some points to keep in mind for yourself and for teaching new employees.

- If you work for someone else, ask his or her preference. Any way you answer the phone is wrong if your boss strongly disapproves.
- Always identify yourself or your department right away.
- Always make a point of writing down the caller's name as soon as it is given, even if the call is not for you. It may be hard to recall it later, if necessary, especially if your office is busy.

- Always push the hold button when telling someone who is on the line. It is embarrassing to hear, "Oh no, not him again!" while waiting.
- When placing a call, identify yourself and your firm immediately.
- Don't ask, "Who's this?" "May I tell him who's calling?" sounds much better.
- Include a date and time of call when leaving a message along with the name, firm and phone number of the caller.
- Remember that people mimic tones when they are talking on the phone. If the caller's voice gets loud, try to keep yours normal, especially if there are others in the office with you who might be bothered.

#### PUT A LITTLE STATUS IN YOUR MEMBERSHIP

Try to give your employee association some status appeal. Give it the country club, executive club, touch. Provide attractive membership cards, member/guest only privileges, family privileges, frequent dinner and brunch events, special prices and services for members, merchandise offers, auto windshield membership stickers, luggage stickers. Publish a quarterly or more frequent newsletter. Appoint a society and sports reporter to inform radio and T.V. stations, newspapers and magazines about happenings in the employee club. Promote an officers' appreciation night or president's banquet. Hold an awards ball. List members' names and their spouses' in a membership directory. Display current officers' pictures and names in clubrooms or the company lobby. Have a permanent past presidents' photo display. Conduct "outstanding activity chairmen of the month" awards. Dress up your recreation facilities to look like a private club. Don't hold back on increasing your dues or charging a little more on events to cover the cost of this upgrading or status-building effort for the membership.

#### THE FUTURE WORK FORCE AND RECREATION

Total U.S. employment will rise 20% by 1985, with more than half of the projected 103.4 million workers expected to be in white collar jobs, according to forecasts by the U.S. Department of Labor. Moreover, gains in population and individual income will cause a 35% rise in the demand for service employees. Industrial recreation programs and qualified industrial recreation directors to manage them will be commonplace in most businesses and industries. Unions and management will vie for control of employee benefits that will have considerable psychological impact upon the work force, attracting white collar workers into blue collar union ranks. More sophisticated benefits, in addition to wages, will become labor bargaining points. Benefits such as industrial recreation and employee services may be among the demands.



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July 1977

Volume 7, No. 5

## VALUES

Most people in Washington have lost sight of what a billion dollars is. One billion seconds ago, the first atomic bomb had not exploded; one billion minutes ago, Jesus was still on the earth; one billion hours ago, men were still living in caves. Yet one billion dollars ago -- in terms of government spending -- was yesterday. (Union Oil Newsletter, February 1977) Sometimes in our own recreation and employee services programs, we too fail to inform our members of the valuable benefits they are receiving, the costs involved, and the dollars we are spending in their behalf. We are not spending billions, but to communicate how our money is used and if its spending is justified, we can start the educational process by exposing employees to the value of our programs.

## GO ALL THE WAY WITH A THEME

When planning an activity that has a theme, such as "Tropical Paradise", "Holiday Cruise", "Western Round-up", "Oktoberfest", "Sadie Hawkins", etc., go beyond the naming and decorating efforts. Plan the entire program around the theme. Make sure that the master-of-ceremonies, orchestra, ushers and ticket takers are all costumed and play-acting. Sound effect recordings can be rented or purchased to lend atmosphere. A nautical theme, for instance, can be enhanced by such sound effects as boat whistles, splashing waves, ships' bells, etc. Such a theme could be carried even further by having everyone enter over a gangplank. Committee members could be outfitted in sailor dress or costumed as Father Neptune, Minnie the Mermaid or Freddie Tuna. Even the old fish-pond idea can be worked into the program for more fun.

## CARD PLAYING CLINIC

Here is an idea that may help to stimulate the various card clubs' participation. One event each week or every month can be reserved for exposure and learning of a new card game. Some games popular many years ago can be reintroduced and provide considerable interest and enjoyment. Most playing card manufacturers have material available for teaching various card games. Advanced lessons in card games can be offered to the established card clubs and awards given for expertise in the newly learned games.

### CB'S ARE HOT

Automobile owners have stormed the CB market. This has been one of the hottest sales items since the introduction of television. A CB code of the road, a special CB language and the upgrading of equipment are of interest to all involved. There are books published on how to converse over the air and understand the hundreds of references, like "sky pilots watching" or "smokies in the bush". CB's can change the monotony of travel and give added protection when emergencies occur. With widespread interest in CB's, there must be an interest among your employees in forming a special interest group. Club members can enjoy all the fun of comparing sets, working on repair and installation, learning the jargon and even trading and selling equipment.

### EXTRA PROMOTIONAL EFFORT

Next time you are planning an event, think about advance promotion in new and imaginative forms. Use clowns to promote upcoming activities during the plant shift change. Have "Dr. I.Q." ask questions about the employee Association from cards drawn out of his mortar board hat. Correct answers may win discount coupons for event admission. Arrange for stunt act commercials in the cafeteria or lunch rooms. Plant a German band at the factory entrance. Station a "sandwich man" sign walker in front of the building. Think about promotional gimmicks such as contests, giving away a free ticket for every twenty sold or making promotional telephone calls. Try give-away ad novelties and tie-in promotions such as awarding free activity tickets when an employee joins the credit union, United Way or Blood Bank.

### EDUCATIONAL FAMILY LIVING PROGRAM

There are social agencies that provide family living programs. Directors can check with their United Way or Community Chest agencies for information concerning such programs. However, with or without help from charitable agencies, programs can be developed with the aid of university, municipal and government agencies as well as professional associations. Investigate courses under such headings as:

- Parenting
- Retirement Living
- Marital Sharing
- Marital Enrichment
- Single Parenting
- Your Elderly Parents
- Cheating Old Age
- Personal Growth
- Parent With Custody of Children
- From Grief to Growth
- Keeping Up with the Times
- Developing the Family Circle
- Recreation for the Whole Family



Child Guidance  
Education as a Recreation  
The Family Enterprise  
Making Your Money Reach  
Getting the Most for Your Family Dollar  
How to Save, Protect and Control Your Assets

#### DEAD WOOD: PRUNE ... TRIM ... SAVE

Committee members, chairmen and even paid staff people do not always perform as expected. At times, you must remove "dead wood", either by termination (as with an employee) or through impeachment (as with an elected officer). It just may be that the round peg that appeared square no longer fits. Instead of risking public ridicule or more drastic embarrassing action when a volunteer or staff person does not perform well, the administrator can suggest that an assistant be appointed. The assistant can help carry or even direct a project, until the time for reappointment or election arrives. This is what we term the "organizational pruning process. It allows for growth and reshaping the poor performer for another task he or she is able to handle effectively. Anyone can cut down and discard. The expert administrator finds a way to get the most out of what is available, without waste or damage to the original structure.

#### CONDITIONING IS MORE IMPORTANT THAN WINNING

It is beneficial, both to employees and employers, to encourage all employees to participate in sports activities. Industrial recreation does not obtain its greatest return in employee morale when it concentrates on selective championship teams or individual stars. Sociable sports activities, practical education and personal development for all employees are the essential goals for employee recreation. Let municipal agencies, colleges and commercial recreational interests cater to the semi-pro and championship material.

#### NEW FACES IN THE TOP TWO NIRA STAFF POSITIONS

Patrick B. Stinson is now Executive Director of NIRA.  
Michael T. Brown, CIRA is Assistant Executive Director

\* \* \*

Check your August issue of RECREATION MANAGEMENT for the story

### ALCOHOLISM TAKES ITS TOLL

It is reported that alcoholism is responsible for more time lost to industry than all other illnesses combined. The problem is not confined to the employees, but often has serious effects on the spouse and children. A great amount of the so-called "moderate" consumption of alcohol is due to the tensions and frustrations of the job -- especially insecurities about making job decisions and meeting status requirements. Poor, inconsiderate, nagging supervision can aggravate a worker's drinking problem. Jobs that offer no challenge, recognition, pay increases or promotions can contribute to alcoholism. We who are involved in the human relations field can do much to correct conditions that contribute to alcoholism and should give it some concentrated thought.

### ONE-DAY VACATION PROGRAMS

A planned "Vacation for a Day" is a program that should intrigue many employees, especially over three-day weekends. The recreation department could plan a day's excursion to a place that offers swimming, boating, fishing and tennis plus good meals, entertainment and the opportunity to enjoy these things with families. We can visualize a host of recreation, sightseeing and entertainment ideas that could be injected into such a program with little effort. Motels, restaurants, tennis clubs, sightseeing buslines, theatres and others would cooperate and even coordinate the day's events and services. The idea might catch on and become so popular that a day-a-month vacation offer might be possible twelve months a year.

### MYSTERY PHOTO CONTESTS CAN BE FUN

Mystery photo contests generate great fun and interest among employees at all levels of an organization. Use your club bulletin board or newspaper to post pix for a variety of contest variations:

1. Have your photography club take pictures of parts of historic buildings and monuments, or scenes in various parks. Number each photo and list the numbers on entry blanks. Participants try to identify the numbered shots.
2. "People Parts to Identify" uses photos of employees. Shots show feet only, back views, eyes only, hair-do's, hands, etc.
3. "Product Parts to Identify" or "Machine Parts to Identify" uses the same approach as #2, with objects found in the plant or office.
4. "Baby Pictures of Employees" may be the most popular kind of mystery photo contest.
5. Old photos of happenings at the plant. Participants who come closest to guessing the dates and/or the subjects of the photos win.



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20 N. Wacker Drive, Chicago, Illinois 60606

Notes on the latest in programming and administration in the employee services field  
Edited by CIRAs Mel and Martha Byers, 2751 Inwood Drive, Toledo, Ohio 43606

August 1977

Volume 7, No. 6

## THERE IS A CHANGE TAKING PLACE IN THE LABOR MARKET

Equal opportunity laws have encouraged the hiring of older workers. According to the U.S. Department of Labor, workers hired after the age of 40 generally attain a higher performance rating in a shorter time than those hired before the age of 30. Older workers tend to have a more positive attitude toward work than younger workers do. Older workers also have greater job stability and a better record of continued acceptance by employers after they are hired. The number of days lost per 100 work days for all reasons decreases as age increases. Workers in every age group above 50 lose fewer scheduled work days than those in any age group below 50.

## BULLETIN AND ANNOUNCEMENTS READ AT EASE

Of all the choice locations for bulletin boards, none compares with "the john". It is usually one of the best lighted areas. Nearly everyone visits it at least once a day. It is a natural rest area. "John" boards are more likely to be read more thoroughly than boards located in hallways and work areas because stopping to read the board cannot be frowned upon by a supervisor who believes his work time is being wasted. The next best location is areas of high traffic leisure gatherings such as food service and lounge facilities. Boards erected near the time clock or entrances will probably get the poorest reading since employees are eager to get their time cards punched on time or in a hurry to get home when leaving the plant. Only billboards, large displays or read-at-a-glance promotions should be used in such high travel areas.

## WEARING THE COMPANY LOGO

If employees are proud of their company and satisfied with its policies and its treatment, they are proud to wear the logo jackets, shirts, ties or service pins. In fact, they are most willing to pay the price for items that will make their association with the company known to their friends and the public. The company gains a good image in the community when its employees display their pride and loyalty. For a logo-wearing program to succeed, however, both employee relations and public relations must be the very best.

This valuable attitude of acceptance and pride also applies to the employee association, regardless of its name or logo. The employee and the public are quick to associate the company with the employee club, even though they may be separate legal identities and receive little or no support from the company. For the benefit of your recreation program and overall company P.R., consider a company/employee club identity program.

#### SKATEBOARDING IS POPULAR

The sport is becoming so popular that commercial recreators are investing in skateboard parks or courses. Over 100 are expected to be operating throughout the country by mid-summer. The courses provide straightways, curved banks and winding lanes. American Skateboard Association parks require all skateboarders to wear padding and helmets. Their caution is well-advised. Check with the Skateboard Association -- and your company's legal department -- before you consider getting involved with skateboarding.

#### EXTRA DOLLARS TO COMPLETE PROJECTS

Short-term loans secured with your association's savings passbook may help carry your organization through brief periods of financial strain. Almost all commercial and thrift institutions permit depositors to borrow against their accumulated savings at comparatively low rates over periods that can stretch to 36 months or more. At some commercial banks, interest is as low as 2% more than the rate paid on the passbook itself. These short-term loans can pay bills and keep an organization operating until dues, grants and other income is received. Remember, of course, that your association should not rely upon loans as a regular source of operating funds.

#### ON-THE-TOWN OR PROGRESSIVE DINNER PARTY

An activity that has been popular with some adult social groups is the "Night on the Town Party". To host such an event, make arrangements with a number of attractions, restaurants, cocktail lounges, theaters, ballrooms, boat rides, train rides, etc. for a full schedule of varied entertainment. One such program started at 5:00 p.m. with a skyscraper view of the city and a wine and cheese party at a popular roof-top restaurant. The evening continued with soup and crackers at another restaurant, salads and rolls at an ethnic restaurant and dinner at one of the leading hotels. After dinner, the group moved to an entertainment lounge for after-dinner drinks and coffee. The cost was only \$10.00 per person. To make an on-the-town evening a real success, limit your group to 100. Part of the cost can be absorbed by each establishment for the promotional value given through employee association bulletins, newsletters and display signs.

#### BODY BEAUTIFUL DOING WELL

In the past eight years, the country has blossomed with "body beautiful" salons featuring physical fitness and weight control classes. What they offer is much the same advice and facilities available at any progressive "Y" or industrial physical fitness health center. Their special appeal may be in the personal

attention and the salesmanship techniques practiced by staff personnel. It would certainly be a good idea for recreation directors to enroll in these commercial recreation and health centers to study their operations. Commercial fitness enterprises and a variety of other recreational businesses are meeting a need and attracting a clientele we may be overlooking. If we cannot meet this need because we lack facilities or trained personnel, it might be worthwhile to cooperate with commercial fitness centers to arrange special industrial memberships, classes, leagues, etc. Keep in mind a good share of the commercial physical fitness market is women.

#### CONSIDER A STEREO AND RECORDING CLUB

Not only do stereo hobbyists like to exchange information and ideas among themselves, they are also often willing to contribute their expertise to events entertainment committees. There are shows and acts that can be put on tape and pantomimed. Selected recorded music can enhance dinners and banquets. If there ever is a need for expert help with audio or video projection, these folks can be of great assistance. If you do not have a stereo or recording club, investigate employee interest in starting one. Even if interest cannot sustain a club, keep a list of electronic buffs who can help you with entertainment equipment.

#### SO WE HAVE WORKAHOLICS IN OUR MIDST

This is not a new breed of people. They have been with us since the world began. There are many workaholics, people who work far harder than necessary to do a good job. Often, they give up vacation times and believe that they "enjoy" working as much as some others enjoy playing ball. They have numerous traits in common with devoted sportsmen: both are preoccupied with winning, competition and achievement. Neither the enthusiastic athlete nor the workaholic gets enough rest. There are dangers, however, not to be overlooked in either case. Both kinds of competitors fear retirement. Both may become too involved in one occupation, and when age catches up with them, they can no longer perform the tasks. The average workaholic is more concerned about his self worth than his net worth, and must find a new director for his drive when the time comes to retire. There is nothing necessarily wrong with finding work that one enjoys as much as conventional recreation. Can work be one's recreation? If we believe it can be, then teaching various work projects might well fit into a recreation program. These projects can cover a wide range of occupational and service endeavors. They may be the key to bringing workaholics into your program by providing them with leisure pursuits which they feel are worthwhile.

#### SESSIONS IN FINANCIAL MATTERS

Associations can provide valuable classes in a number of financial areas with which most employees are probably not familiar. Estate planning is an example. It may sound like something for only the very rich, yet few families today can do without it. Estate planning can help insure the security of spouses and children. Inheritance laws are complex. If an estate is not properly arranged, an unintended beneficiary could inherit what was intended for the children. Employees will also want to learn ways to reduce estate taxes. A bank trust

department, a good law firm recommended by your legal department or the Bar Association may be helpful in setting up an informative and beneficial series of programs for your people. A 64-page publication to help with estate planning, titled, "What My Family Should Know", is available from Better Homes & Gardens, Dept. 2DA, Box 374, Des Moines, Iowa 50336, for \$1.95 plus 25¢ for postage.

#### CB DIRECTORY AVAILABLE FREE

According to Moneysworth Magazine, a citizens band radio club in New York will send you free information concerning proper and legal use of CB radios. Send a self-addressed, stamped envelope with your request to ECBRP, Main P.O. Box 240, Yonkers, New York 10702. The air waves are jammed with CB'ers and there is a real need either to form a CB Club at your company or to arrange educational programs for your CB'ers.

#### START A RHYTHM BAND

If you have a talented pianist or accordeonist in your association, he or she just might help form an employee rhythm band and instruct the players. The list of possible instruments includes drums, tambourines, triangles, jingling bells on a stick, cowbells, cymbals, castanets, rattles, rhythm sticks, clappers, wood blocks, sandpaper blocks, klit-klats, kazoos, wash boards and old tubs with waxed cords, Jew's harps and mouth organs, sweet potatoes, bottles filled with various amounts of water, jugs and slide whistles. Starting with a drummer, add players to the group one at a time, working with each to get him/her into the swing of playing. A band of twenty can be composed of three or four drums, six tambourines, nine triangles and one or two pairs of cymbals. The instructor or leader gives signals for each section to play or not to play. There can be a lot of fun doing this and, who knows, it might get some employees interested in going further with their newly discovered talents. Once this group gets coordinated, it will want to appear at your social events as free entertainment.

#### CHARITY AGENCY EVALUATION

The National Information Bureau has full reports that analyze, evaluate and rate over 400 national charities according to eight basic standards. Up to three reports are available to anyone. A free monthly guide lists the reports. Write: National Information Bureau, 419 Park Avenue, South, New York, New York 10016.

#### BUDGETING FOR NEXT YEAR?

Remember the 37th Annual NIRA Conference & Exhibit  
May 18-23, 1977/NorthPark Inn--Dallas, Texas

PLAN TO BE THERE!





# key notes

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September 1977

Volume 7, No. 7

## RECREATION PEOPLE ARE FIRST-LINE COUNSELORS

The employee services director and the members of his or her staff are almost always in contact with more employees on a day-to-day basis than other members of management. For this reason, they are often the people employees first approach when they seek guidance and assistance. Management would profit greatly if it recognized this important, informal aspect of recreation programs and trained the director and staff in counseling techniques.

## WAGON TRAIN WEST

Round up a wagon train west party exclusively for owners of station wagons, vans and trucks. Appoint a wagon master to organize the wagon train. Outline the route to a remote area for a chuck wagon dinner, hike, music and song fest, camp fire, story telling, snipe hunt and night of camping under the stars. More fun can be had if sound tapes of animals can be played soon after dark.

## PUT IT IN WRITING

At no time should commitments between members, staff and the association go unrecorded. Make certain that agreements are written, ok'ed by the parties involved, signed and dated. Misunderstandings and possible legal problems can arise when commitments are not written. It is well worth the time to slow down, think about it, write it up, agree, sign and have a final check through some form of approval. Even between small club groups, leagues and teams, the verbal "gentlemen's agreement" can lead to an ungentlemanly dispute at a later date.

## RETIREMENT LEISURE CONDITIONING

Some recreation directors are offering programs and activities that can well be termed "Retirement Leisure Conditioning". Leisure conditioning should include elements or variations of the leisure and physical activities introduced to an employee, regardless of age. It is most difficult after retirement to become

familiar with leisure activities available. Employees should be exposed to various leisure interests during their working years. It is essential that all forms of recreation: physical, cultural and educational be offered and promoted in the industrial recreation program. The recreation director should be considered a vital part of the retirement planning team, developing the outline for retirement leisure conditioning.

#### EMPLOYEE DRAMA OR FOOTLIGHTS CLUB

Most of us have a certain amount of ham in our blood. Given a chance, many of us love to play at being someone else. In our childhoods, we did a considerable amount of playacting; we can't say we're without experience. Industrial drama groups, once organized, gain momentum for they appeal to the ham in the actors, entertain other employees and are fine fellowship activities for everyone involved. Not all programs need to be spectacular productions. Drama club members can also enjoy presenting one act plays, readings and special skits at picnics, banquets, parties and even meetings. Use club members in skits to promote an activity. Have them furnish Santa Claus, Easter Bunny and Halloween caricatures. The secret to box office success for big productions is the number of employees involved in the act, the make-up, the business section, the ushers, etc. For every person connected with the show, figure on ten box office sales.

#### WALKING - MOST POPULAR FORM OF EXERCISE

Walking is prescribed by many doctors as a means of helping to prevent heart attacks or aid in recuperating from them. Some famous people who have survived heart attacks and have taken up walking religiously are Pearl Bailey, Claude Pepper and Bo Schembechler. Walking contests and awards can be introduced in the industrial recreation programs. Special family events featuring walking tours can be arranged. Walking is low cost activity: there is no equipment or fuel to buy and no special gear or clothing to purchase aside from comfortable shoes—a great mixer for any group. Let's encourage walking. It's a double featured benefit: it creates energy while it saves it.

#### MEETINGS AND SPEAKERS

Meeting chairmen often are at a loss to locate speakers for their programs. The following list of speaker sources may be helpful:

Chamber of Commerce Speaker's Bureau

Universities: external affairs department or public relations department

Municipal government departments: fire, police, criminal prosecution, health, forestry, recreation, parks, streets, arts commission, tax, welfare, building inspection, treasury, water, zoos, museums, etc.

Federal Government: F.B.I., Treasury, Immigration, Customs, IRS, Senators, Congressional Representatives

Civic groups: American Legion, historical associations, Kiwanis, Lions, Exchange and Rotary clubs, professional associations

Other contacts are societies and agencies for the aged and handicapped, Planned Parenthood, social help agencies, etc.

Newspaper, TV, radio stations

Athletic associations and sporting goods stores

Banks and Stock Brokers

### FIRST AID FOR PETS

A most useful and appreciated employee service could be one that recreation directors are overlooking. The majority of employees and their families own some kind of pet, from goldfish to horses to cats. Animals get hurt just as often as people do and loving owners feel helpless when unable to tend the wounds. A brochure or booklet entitled "First Aid for Pets" would be a most welcome employee benefit at little cost to the management. The booklet could contain sections on first aid treatment for burns, cuts, scratches, eye and ear injuries, stings, sprains, infections, fractures, etc. A licensed vet could be consulted for advice and recommendations in this area and recreation directors can provide the booklet to their employees for free or at a nominal charge to cover printing costs.

### STRETCHING THE TAKE-HOME PAY

Reduced rates for recreational activities are but one area in which recreation directors can save the employee money. The complete list of money saving benefits can include cooperative purchasing, merchandise discounts, credit unions offering low interest loans, babysitting services, financial assistance services, educational courses, home repair clinics, factory and office surplus equipment sales, company product stores, car pools, employee classified ads, group travel packages, clothing exchanges, hobby items sales, automobile and home maintenance courses, bake sales, consumer reports and product evaluation library, event and party surplus sales, hall and banquet room rentals at low cost for weddings, anniversaries, etc., cooking sales and many more. Clearly, an active recreation program can help employees save money in ways they may not have noticed. Find a way, in your publicity efforts, to point out this hidden benefit in the recreation program.

### 10 MORE INTERESTING PROJECTS FOR EMPLOYEE ORGANIZATIONS

1. Provide money-management lectures on budgeting, investments, personal banking, savings plans, credit unions, etc.
2. Set up a home owner's equipment loan service for items not always available at home such as ladders, jacks, large saws, wood working equipment, etc.
3. Start a convalescent equipment loan service for such items as walkers and hospital beds.

4. Organize athletic and cultural programs for the employee families, where there is no duplication of such service in the community.
5. Organize a committee to compile a recreation, entertainment and hall rental directory of your community. Use the directory for recreation programming and for loan to employees.
6. Organize a committee to research new ideas for programs, events and services.
7. Develop a communications program for establishing newsletters, a recreation newspaper, bulletin boards, speakers for announcements, an event sales force and an activities promotion calling committee.
8. Set up a policy committee to draft rules on raffles, ticket sales, solicitations of welfare projects and donations.
9. Organize a committee to review cases of long-term illness among employees and determine what assistance and remembrances can be provided.
10. Review your present use of facilities and consider new ways to improve them to obtain greater participation.

#### START A RECREATION COUNCIL IN YOUR COMMUNITY

Hundreds of thousands of workers and their companies benefit when an Industrial Recreation Council (IRC) is organized. Nineteen IRC's now serve American companies across the nation and more are being organized. Councils offer recreation people -- both professionals and volunteers -- a chance to learn from one another. They also act as a power purchasing agent for the employees in each member organization. The group buying power of IRC members attracts valuable discounts and services from amusement parks, hotels, restaurants, theatres, sports centers and more. One small metropolitan council sold over \$600,000 worth of discounted amusement center tickets to their member employees last year. Even if there are only three or four industries or businesses in your community, it is to your advantage to join together and obtain the benefits and services a Council can provide. For more information on Industrial Recreation Councils and how you can start one, write or call Mike Brown, CIRA, Assistant Executive Director, NIRA, 20 North wacker Drive, Suite 2020, Chicago, Illinois 60606, 312/346-7575.

#### QUESTIONS ABOUT RECREATION PROGRAMMING?

Write Melvin C. Byers, CIRA  
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October 1977

Volume 7, No. 8

## PUSHERS AND PEDDLERS

There are more reasons for not doing something different or new than there are fleas on a dog. All the road blocks to creative thinking don't come from one source. There are people who would rather drive only with rear-view mirrors. They don't want to know where they are going; only where they have been. It takes salesmanship and, sometimes, sheer guts to instigate change. It is the progressive organizations, however, that have better programs, large participation, and high employee interest -- thanks to a few pushers and peddlers of new ideas.

## DOG SLEDDING

Dog sled racing is becoming popular in our New England States. Races are scheduled almost every weekend during the four coldest winter months. Races are timed events, run in heats over carefully marked courses. They may range from one to twenty miles long. This sport may well become popular in many sections of our country where terrain and weather can support it. We know of no state or national dog sled racing association in the "lower 48", but, if the sport continues to grow, it won't be long before dog sledders organize. If any NIRA members have information to share with us about this sport, we hope to hear from them.

## CLASSIFIED ADS ATTRACT READERS

A weekly classified ad bulletin posted on your company boards will increase their attraction. Listings must be restricted to ads from employees only and kept to an 8½ x 14 legal size posting. Employees will welcome the ad postings as a means to unload unwanted

items or find bargains. The ad boards can also provide a referral center for car poolers and employees looking for roommates. They are an ideal place to slip in an ad for the credit union, blood drive, suggestion system or a company product offer. A bulletin board is much more effective for this type of communication than a monthly newsletter because it can be updated weekly. Samples of effective ad listings may be had by writing the key notes editors.

#### TAKE THEM TO A RODEO

The Dallas-Ft. Worth Metroplex Recreation Council (MRC) offers the thrill of the rodeo to its members' employees every Friday and Saturday night from April through September. Up to 6,000 spectators attend each weekend. Some accounts of this exciting sport say it originated in Pecos, Texas in the 1880's. Boasts of horsemanship among cowboys resulted in an informal contest. Now some 4,000 professional cowboys perform in rodeos throughout the country. Thousands more ride under International Rodeo Association sanction on an officially amateur basis. Whether you are located in rodeo country or send employee groups on western trips, include an exciting day at the rodeo in your plans.

#### GET INTO THE WILDERNESS

Wilderness recreation, for both individuals and groups, is growing in popularity. This leisure time pursuit can be low in cost and short or long in duration. It can include simple trails and easy adventure or be a truly challenging experience. Before tackling a wilderness adventure, consult a professional outdoors guide, ranger or tour director to help plan the program. A number of informative books on wilderness recreation are available and should be offered to participants as educational preparation. Check with your local library for books on hand or those that can be secured for you. Research your topic, make certain your participants are prepared, and you will have a popular, healthful new activity for employees and their families.

#### PARTICIPATION: HIGH AND LOW

We cannot always judge the value of an activity solely by the number of its participants. Some activities require a long-term introductory and promotional effort to build up substantial participation. Such activities are learning experiences. Once a knowledgeable nucleus of employees becomes involved with the program, it often results in an epidemic of extended interest among others. Typical of this kind of activity are clubs for such specialized hobbies as remote controlled model airplanes and citizen band (CB) radios.

In programs and activities of long standing, a participation decline may be due to several factors and should serve as a barometer of



employee attitudes and feelings.

1. The activity may have worn thin or become dull over a long period of time.
2. There may have been a failure of good leadership and direction.
3. There may be morale problems on the job and a disinterest in, or a discouragement of, participation by line supervision.
4. One year's poor planning and direction could have reduced the desire to attend a particular event.
5. There may have been insufficient promotion of a declining event.
6. Increased costs and reduced benefits may have led to the death of an activity.
7. A severe employee relations problem involving confrontations between management and employees may have dampened employee interest temporarily.
8. A lack of visible interest or participation by top management may have discouraged employee involvement.
9. Limited employee involvement in programming may have killed employee interest and participation as well.

#### RACQUETS ON THE UPSWING

The U.S. Squash Racquet Association states that some 500,000 people play the fast indoor game with some regularity. Rapidly increasing interest in all racquet games will affect your programming plans soon, if it hasn't done so already. Commercial facilities are becoming more numerous. In Manhattan recently, a newly opened racquet club already has 3,000 members and expects the figure to reach 8,000. Large metropolitan areas offer commercial racquet club directors the opportunity for a quick return on their investments. Industrial recreation directors may see the formation of racquet clubs within their employee organizations as an incentive to arrange cooperative leases with commercial racquet facilities or, if interest warrants, build their own courts.

#### FUN HOUSE PARTY

We all remember the thrill of the amusement park fun house. Convert this idea into a party. Walking the plank, entering through

a tunnel made from bales of hay and sliding down a shoot for the entrance all help set the stage. The event itself is staged by employee clowns and comics. Old comedy movies, burlesque black-outs, fortune telling, beauty contests and other fairground activities add to the fun. Offer refreshments served by peddlers such as an ice-cream man, popcorn vendor or medicine man. Let your planning committee come up with more ideas and there will be conversation about this party for a long time to come.

#### ANSWER INJURY CLAIM FEARS

There are those who would abolish industrial recreation because of accident risks and possible worker's compensation claims. Be prepared to answer their doubts.

- FIRST: a well supervised program has few or no accidents.
- SECOND: a complete accident report form, properly written and witnessed at the scene and time of an accident, indicates concern on your part and provides documented facts, should an injured participant consider a claim.
- THIRD: concerned attention to an injured participant, transportation to the hospital or doctor's office and personal attendance until relatives arrive indicate good intentions which will usually stop angry claims before they ever arise.
- FOURTH: continued pay or a portion thereof during recuperation or a reduction of work duties during recovery indicates fairness and consideration of injuries sustained and can help your company avoid claims.
- FIFTH: the difference between expenses paid by an insurance company and actual costs of treatment can and should be absorbed by the recreation department.
- SIXTH: special insurance for high risk activities, paid in part or entirely by participants, can and should be considered.

The employee services organization involves more than fun and games and should be evaluated according to total benefits obtained against the few possible claims that can be reduced or controlled through proper administration.



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November 1977

Volume 7, No. 9

## THE HOLIDAY LET-DOWN AS A PLANNING PERIOD

After each holiday season comes a cooling-off period during which it is most difficult to promote employee activities. Following any major holiday, care should be exercised not to crowd the employees with activities since people and their pocketbooks need a rest. This hiatus affords a wonderful planning break and the two or three week let-down provides an opportunity to get your house in order. The months of January and February are excellent times to stage officer elections and banquets, awards presentations and educational sessions.

## SNOWMAN CONTEST

Offer employees' children the chance to win prizes for the best snowman. Invite the kids to construct snowmen in their own yards or neighborhood parks and submit photographs of them to the recreation office. Award fanciful prizes and post or publish photos of the winners. It could be lots of fun, especially if the awards are given at a winter family fun party.

## SEASONAL RECREATION

Every season of the year offers its own special recreational opportunities, just as it has its particular sports activities. Of course, the holidays have an effect upon your programming and the climate can make the difference between success or failure. Warm days call for more outdoor activities, while cold days call for indoor events. Programming activities requires some fine timing on the part of the directors. Planners must select the times most advantageous for activities. They must look to a twelve month schedule and fill the gaps with a variety of interests to fit each season. To maintain a well-balanced schedule of events, you should develop a yearly plan. Use your slower, post-holiday period to finalize your 1978 calendar of events.

Reprints of KEYNOTES articles are invited.

Please credit the Editors and NIRA.

## TIGERS NEVER LOOSE THEIR STRIPES

Leaders never loose their ability to organize and recruit help for their programs. They have the knack of developing activities with little noticable effort. They are usually cooperative, imaginative and diligent in their assignments. If this leadership surfaces in an employee program -- be it sports, social or cultural -- you can be assured the same talent can be used on the job. Watch your recreation volunteers closely. Encourage those who show leadership potential and give them challenging responsibilities. When they perform well, make certain that management hears about it.

## HOW TO GET NEWS COVERAGE

Community awareness of your employee activities can be a big boost to your employer's public image and ability to hire top-notch workers. It also increases your prestige and support within the organization. If you are confused about where to start with a public relations effort, these ten suggestions may help:

1. Make a directory of all news media, radio, TV stations within 50 miles of your office or plant. Obtain editor's or managers' names.
2. Write your news releases to be interesting and newsy. Keep articles short -- not over one 8½"x11" double spaced typed page -- and avoid announcement-type copy.
3. Whenever possible, supply black-and-white glossy photos, 4" x 5" or 5" x 7" or 8" x 10". Identify the action and people in each shot by attaching a note which includes full names, titles, dates, actions or affiliations and short description of not more than fifty words. Do not request returns.
4. Invite appropriate editors or news media programmers to your activities. Choose those people who would be most interested in a particular activity; i.e. business editor, sports announcer, travel or society editor.
5. Offer to appear on public service time or talk shows of local broadcasters.
6. Offer special editorial material for feature writes such as magazine sections of newspapers, sports additions or special editorials. Contact them if you feel your story is new, different, unusual or educational.
7. Provide a press or news media free luncheon or dinner once a year to become acquainted with editors, reporters and programmers.
8. Ask editors, reporters and programmers how they prefer to receive your news releases and which subjects interest them.

9. Whenever you release a story, contact your professional or association editors and give them the story in detail. Send them photos along with your information.
10. Use U.P.I. and A.P. news wire services, usually obtained through your local paper or services of public relations offices or ad agencies.

#### THE CULTURAL BOOM

For the past ten years, established industrial recreation programs have noticed the trend toward increased cultural interests. U.S. NEWS & WORLD REPORT of August 8, 1977 featured a story concerning this cultural activities boom in America. All across the nation, theatre, ballet, opera and museums have become smash hits, occasionally topping even old favorites such as baseball in attendance. It's part of an unsatiable market for culture that is transforming America. The most dramatic instance of this change has been the overwhelming response in several major U.S. cities to the touring King "Tut" exhibit. Who would have thought that Americans would line up for hours to see the remains of a distant and ancient culture? The trend is unmistakable. It is time for us to reexamine "stuffy" cultural programs. They may generate surprising new interest.

#### PROMOTE SAFETY IN THE HOME

Many employee associations offer smoke detectors at discount prices and encourage their members to purchase them for their families' protection. Such a service is advantageous to the company as well in light of the insurance costs of home fires. Many cities are now passing ordinances requiring all homes to have smoke detectors and some insurance companies are reducing home insurance premiums for policy holders who install smoke detectors. If your association does not offer smoke detectors for resale, consider the service. Check with fire authorities and reputable suppliers to make certain that any equipment you make available is reliable as well as economical.

#### THE PRINTED WORD IS ONLY ONE WAY TO COMMUNICATE

Too often we place all our communicative eggs in one basket. If we sold our company products in this manner we know the market would be only partially covered and our sales would be restricted. The same goes for in-plant communications with our people market. It is not enough just to write memos and post notices. Person-to-person contacts via your public address system, meetings, telephones, closed circuit TV and an in-plant information telephone number are just some of the ways to sell your program to employees. For a free NIRA pamphlet "The Inside Story of a Good Promoter", write to NIRA, 20 North Wacker Drive, Suite 2020, Chicago, Illinois 60606.

### THERE'S MORE THAN THE TICKET COST

Recreation departments selling amusement park tickets at discount prices are offering a whole of a service to the parks. It's all captive advertising and sales for the park: A large group of patrons who have additional dollars to spend when they enter the gates. The average employee who visits a park will spend between \$15.00 and \$30.00 on concessions and refreshments and will take two to four friends or family members along. The time you and/or your staff devote to discount program administration is another boon to the park, so whatever the discount may be, it's a good business profit builder for the park. It is advertising and sales effort that they could not buy at any price. Keep this in mind when talking with amusement parks about special programs for your employees.

### THE EXERCISE BREAK

More and more employers are realizing that physically fit employees are better employees. Early deaths cost U.S. companies \$19.4 billion a year in lost productivity and replacement of trained workers. Time lost due to heart attacks alone is estimated at 132 million workdays a year. Thousands of companies are now offering scientifically planned physical fitness programs, some including exercise breaks in the morning and afternoon. Xerox, Inc. has an elaborate employee physical fitness program and the results have convinced them of the value of the program. Some managements oppose the idea of all employees exercising on company time, but feel it is important for executives to do so. There are a number of programs and approaches you should explore. Contact NIRA for information on this subject and referral to companies who sponsor various kinds of fitness programs.

### WE SELL EVERYTHING WELL BUT OURSELVES

The American manufacturer may be the most astute merchandiser the world has ever seen. Our ability to communicate with prospective customers and then motivate them to buy shows the techniques and skills we have acquired. However, the same techniques and skills have not been reflected in our ability as recreation directors to sell ourselves. Some of us have constant difficulties mastering the techniques of selling management on one of its most important assets: its employees. We fail to communicate the values of that asset and are reluctant to advertise the benefits of maintaining it with well-funded service programs. The employee sales department, like the product sales department, must have a promotional organization. One of the most important person-to-person sales organizations working for the corporation's interest will be the employee/employer organization. Think it over. Can it be that money invested in such an organization has a similarity to the commissions and bonuses paid for a job well done through our merchandise or product sales efforts? If so, press your case on management.

IMPORTANT -- Read and return the enclosed  
logo permission request